

Reference

<<REF>>

<<ADDRESS 1>>
<<ADDRESS 2>>
<<ADDRESS 3>>
<<ADDRESS 4>>
<<POSTCODE>>

<<DATE>>

We are writing to ask for your help with the **Active Lives Survey** which is being conducted by Ipsos on behalf of several public bodies. We would like up to two adults (aged 16 or older) in your household to complete a short online questionnaire about recent leisure activities and their lifestyles.

It's easy to take part

1. Go to the survey website

www.activelivessurvey.org

using your computer, tablet or smartphone, or scan the QR code →



2. Enter a password | First person:<<pwd1>>
Second person:<<pwd2>>

3. Complete the survey and we'll give you a **£5 gift voucher**

- **Your answers matter** – they will inform how money is invested to develop and improve leisure activities in [geography].
- We will send you a **£5 gift voucher** when you have completed the questionnaire, as a 'thank you' for your time.

For more information about the survey please see the back of this letter.

Yours faithfully



Tim Hollingsworth
Chief Executive
Sport England

Please turn over 

Additional information



Who are we?

The Active Lives Survey is being carried out by Ipsos (an independent survey agency) on behalf of the Office for Health Improvement and Disparities and Sport England. Further information about Ipsos can be found at: www.ipsos.com

The Office for Health Improvement and Disparities (OHID) is part of the Department of Health and Social Care. It works to tackle preventable risk factors for poor health, including obesity caused by unhealthy diets and lack of physical activity, smoking and alcohol consumption. For more information visit: www.gov.uk/government/organisations/office-for-health-improvement-and-disparities

Sport England is a Government agency focused on helping people and communities across the country to take part regularly in exercise and sport. We invest in local facilities and encourage grassroots activity among adults and children. For more information visit: www.sportengland.org/about-us



Who can complete the questionnaire?

If there is only one person aged 16 or over in your household, we would be grateful if that person could complete the questionnaire. If there are two or more people aged 16 or over in your household, then any two of those people can complete the questionnaire.



Is it okay to ask someone to help with filling in the questionnaire?

Yes, that's fine. If you need any help filling in the questionnaire, you can ask a friend or a relative to help. But the answers should be about you. Please do not share your questionnaire with anyone who does not live in your household. We choose households to take part in the Active Lives Survey at random. It is important that everyone has an equal chance of being chosen to take part.



No access to the Internet?

We will post a paper version of the questionnaire approximately four weeks after the first invitation letter along with a prepaid envelope to allow you to post it back to us at no extra cost to you.



How to get the voucher

Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can choose a **£5 voucher** from a range of retailers. For more details on where you can spend the voucher please go to www.activelivessurvey.org/voucher



Your privacy

Data will be used for research purposes only and in accordance with the General Data Protection Regulations. Ipsos will securely remove your personal data from its systems after 24 months. Ipsos will store your information securely and keep it confidential. Survey invitation letters are printed by Adare SEC – Ipsos shares postal addresses with them for this purpose. This information is erased from their records after 30 days. E-voucher incentives are processed by Hawk Incentives. Where respondents provide consent, Ipsos passes respondents' email addresses to Hawk Incentives for this purpose. Hawk Incentives hold this information for a maximum of two years to resolve any issues respondents may have. Except for the two instances mentioned above, personal data will not be passed on to any other organisation. Your name, address and email will be kept separate from your answers and only anonymous data will be reported on. Should you give permission to be re-contacted for further research, Ipsos and its partners may potentially share your email address and name to facilitate additional research. A full Privacy Policy, setting out your rights including accessing, amending and deleting data, is available at www.activelivessurvey.org or on request.



If you have any questions, or wish to opt out of further communications, please contact Ipsos or visit the website:

Telephone: **0808 129 6801**
Email: activelives@ipsos.com
Website: www.activelivessurvey.org



The survey can be completed by telephone in the following languages:

Polski	0808 129 6802	বাংলা	0808 129 6805
ਪੰਜਾਬੀ	0808 129 6803	ગુજરાતી	0808 129 6806
اردو	0808 129 6804		

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About a week ago, we sent a letter to this address inviting up to two adults (anyone aged 16 or over) to take part in the **Active Lives Survey**. If you have already completed the questionnaire on the Internet then we thank you for your time.

Taking part will benefit you, your family and your community in [geography]

If you have already completed the questionnaire, thank you! If not, there is still time - just follow the simple steps below.

1.

Using your computer, tablet or smartphone go to www.activelivessurvey.org or scan the QR code

**2.**

Enter the password for the first or second person (if applicable)

First person: <<pwd1>>

Second person:<<pwd2>>

3.

Complete the survey and we'll give you a **£5 voucher**



We will send a £5 gift voucher for each completed survey

After you have completed the survey online, we will send you an email with a link to a website where you can choose a **£5 voucher** from a range of retailers. If you think another adult in the household would like to complete the questionnaire and get a £5 voucher please let them know.

For more information about the survey, please see the back of this letter.

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We recently sent you a letter asking for your help with the **Active Lives Survey**. If you have already responded, thank you very much for your time.

We want to hear from as many people as possible

If you or someone aged 16 or over has not yet completed the questionnaire, we would be very grateful if you could answer some questions about your lifestyle and leisure activities. Even if you haven't done many leisure activities recently your answers are still really important to us.

You can complete the questionnaire on paper or online

We have enclosed **paper questionnaires** for up to two adults for you to complete the questionnaire on paper.



1. Complete the **paper questionnaire**
2. Return it in the **freepost envelope**
3. We'll give you a **£5 gift voucher**

Or, if you prefer, you can **still complete the questionnaire online**, by following the simple steps below:



1. Go to the survey website: **www.activelivessurvey.org**
2. Enter a password: **First person:<pword1> Second person:<pword2>**
3. We'll give you a **£5 gift voucher**

We will send a £5 gift voucher as a 'thank you'

The questionnaire should only take 15 minutes and we will send a **£5 gift voucher** to everyone who completes a questionnaire. The voucher can be spent in a wide range of retailers including department stores, fashion stores and restaurants.

There is more information about the survey on the back of the letter.

Yours faithfully



Tim Hollingsworth
Chief Executive
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How to get the voucher

If you answer using the paper version of the questionnaire, we will post your £5 voucher to you approximately three weeks after we receive your questionnaire. The gift voucher can be used in a wide range of high street stores and attractions. If you have completed the survey on the Internet, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can select a £5 voucher from one of many retailers, restaurants and entertainment services.



Your privacy

Data will be used for research purposes only and in accordance with the General Data Protection Regulations. Ipsos will securely remove your personal data from its systems after 24 months. Ipsos will store your information securely and keep it confidential. Survey invitation letters are printed by Adare SEC – Ipsos shares postal addresses with them for this purpose. This information is erased from their records after 30 days. E-voucher incentives are processed by Hawk Incentives. Where respondents provide consent, Ipsos passes respondents' email addresses to Hawk Incentives for this purpose. Hawk Incentives hold this information for a maximum of two years to resolve any issues respondents may have. Except for the two instances mentioned above, personal data will not be passed on to any other organisation. Your name, address and email will be kept separate from your answers and only anonymous data will be reported on. Should you give permission to be re-contacted for further research, Ipsos and its partners may potentially share your email address and name to facilitate additional research. A full Privacy Policy, setting out your rights including accessing, amending and deleting data, is available at www.activelivessurvey.org or on request.



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We recently sent you a letter asking for your help with the **Active Lives Survey**. If you have already responded, thank you very much for your time. If you or another person aged 16 or over have not yet completed the questionnaire, we would be very grateful if you could now do so in order to influence how money is best invested to benefit people in [geography].

Please complete the paper or online questionnaire by <<completion_date>>

You can complete the questionnaire in two ways.

Either, complete the **paper questionnaires** that were sent to this address two weeks ago by following these simple steps:



1. Complete the **paper questionnaire**
2. Return it in the **freepost envelope** up until the <<completion_date>>
3. We'll give you a **£5 gift voucher**

Or you can complete the **questionnaire online** by following the instructions below:



1. Go to the survey website: **www.activelivessurvey.org**
2. Enter a password: **First person:<<pword1>> Second person:<<pword2>>**
3. We'll give you a **£5 gift voucher**

We will send a £5 gift voucher for each completed survey

Up to two adults per household can complete the questionnaire and get a **£5 voucher**, if you think another adult in your household would like to take part, please let them know.

Thank you very much for giving some of your time to help us.

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